

FIG. 1A

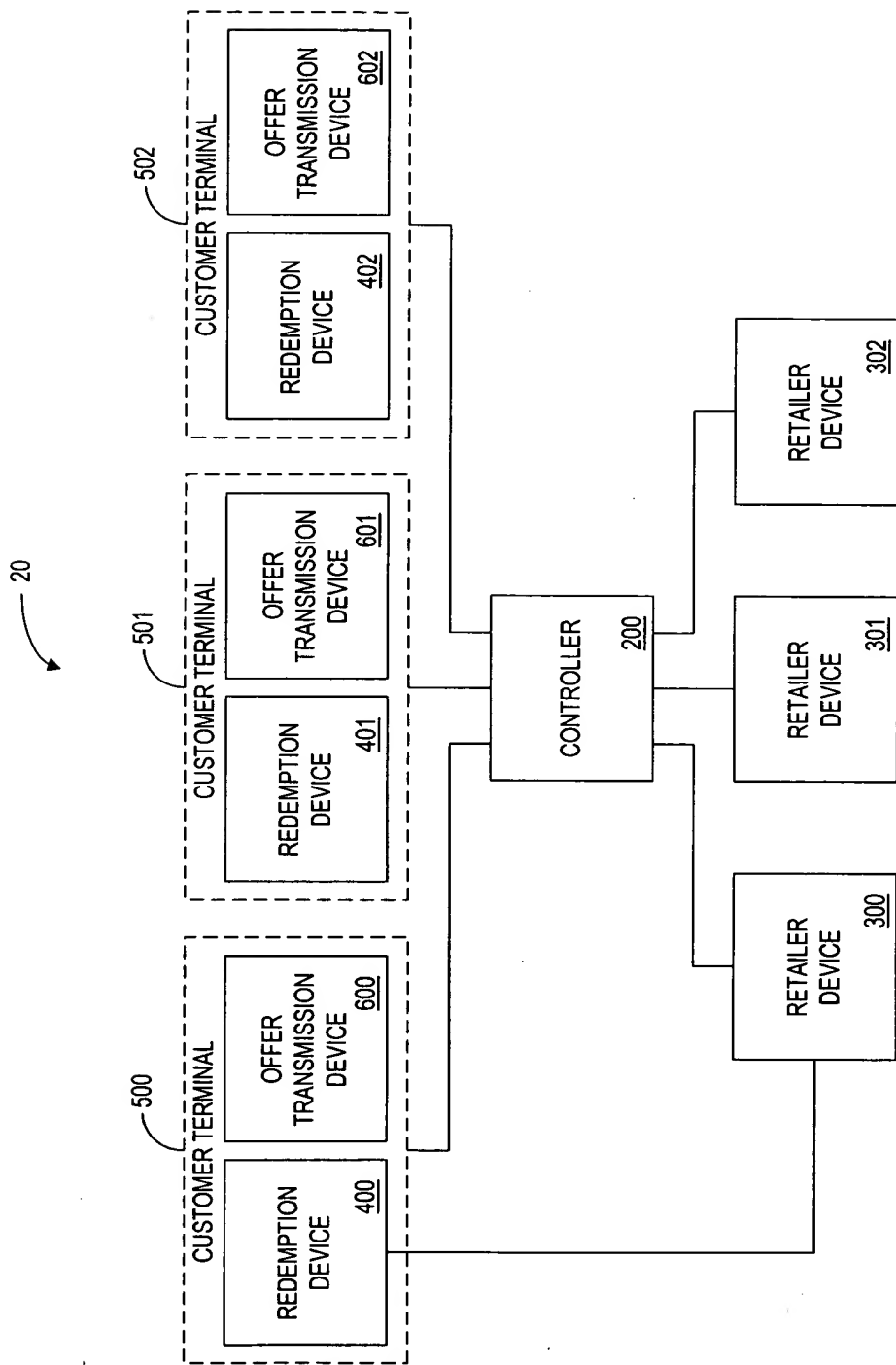


FIG. 1B

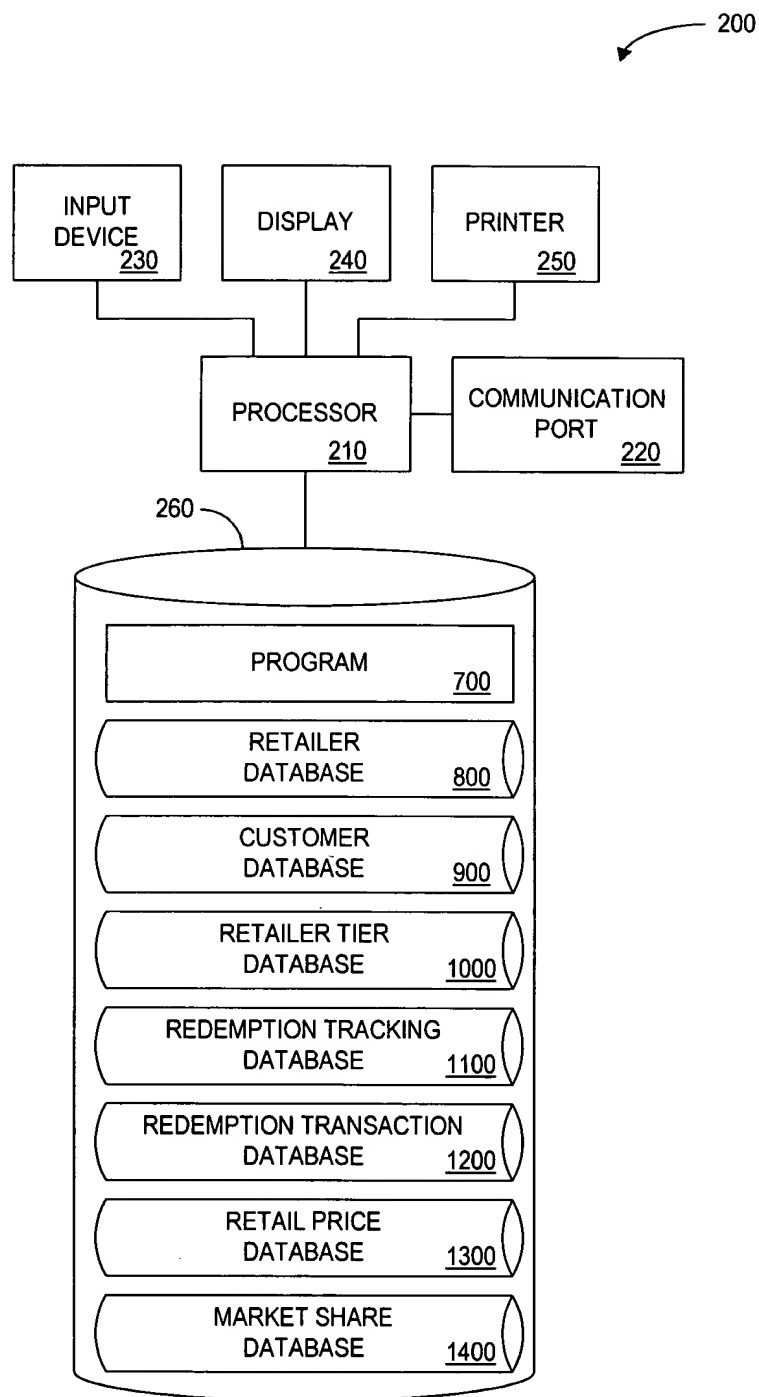


FIG. 2

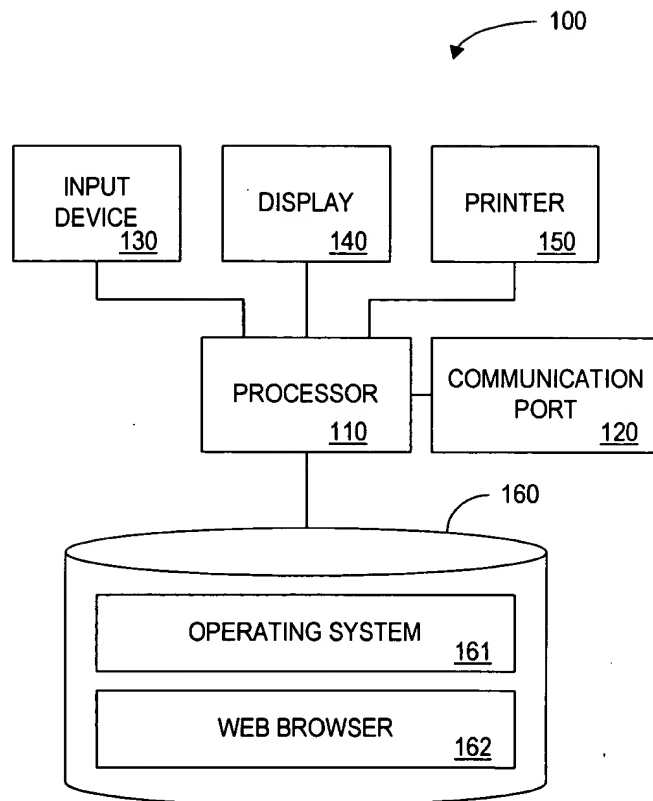


FIG. 3

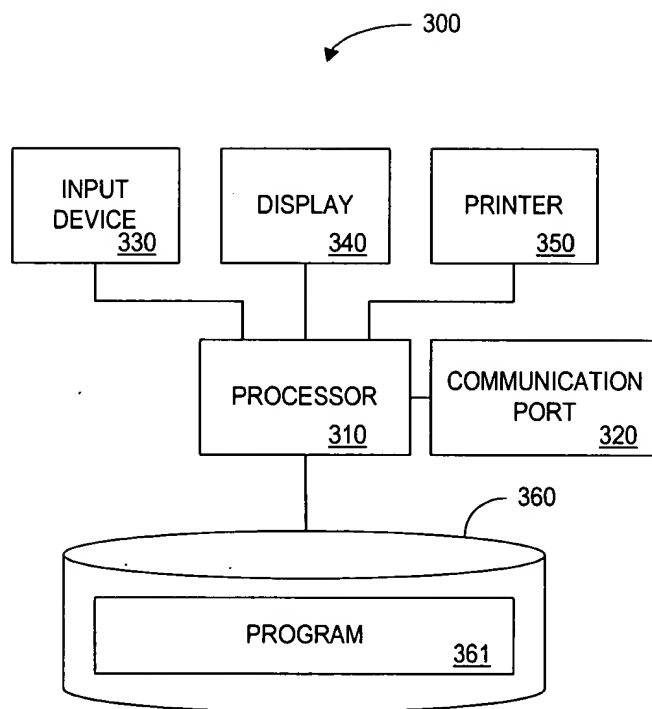


FIG. 4A

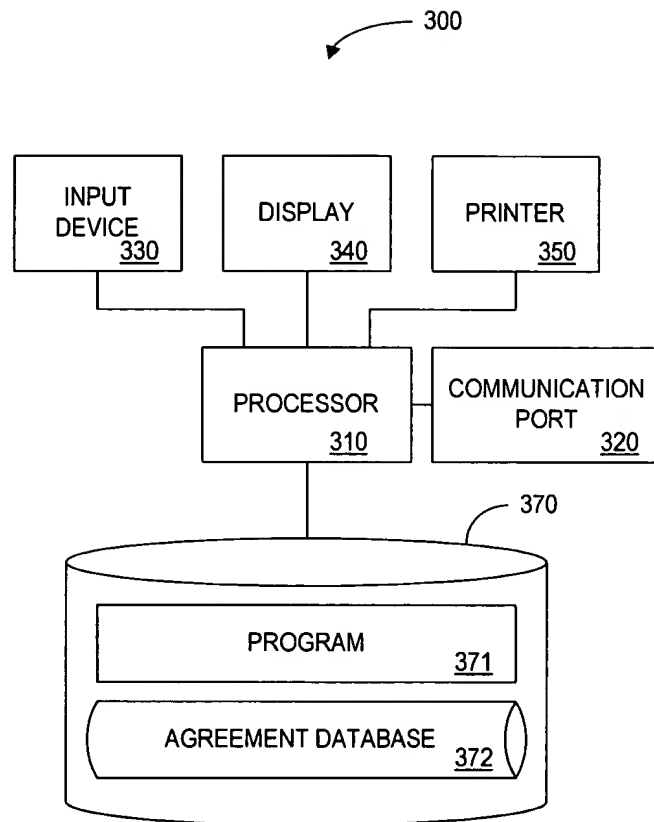


FIG. 4B

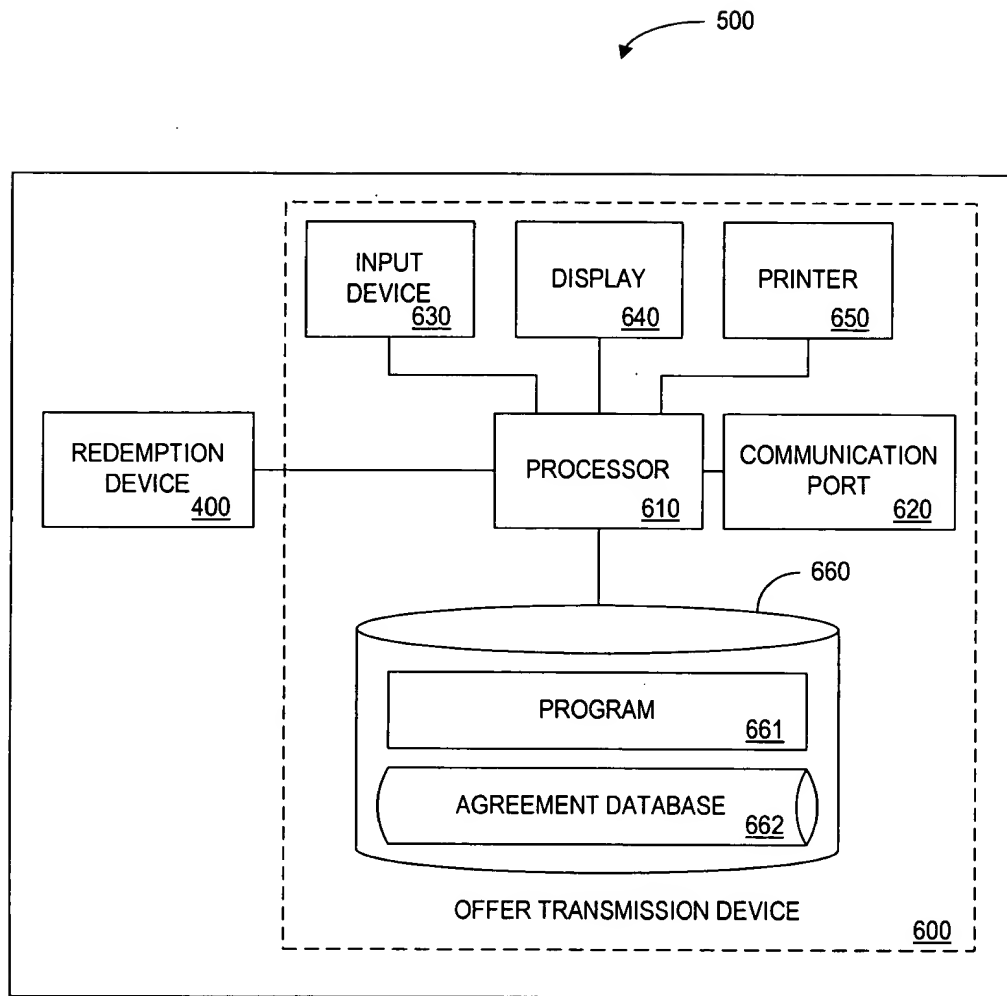


FIG. 5

RETAILER IDENTIFIER 810	RETAILER NAME 820	LOCATION 830	TELEPHONE NUMBER 840	MANAGER NAME 850	TIER 860	REGION 870
R-3252	AMOCO #36	111 ALPHA ST. BETA, USA	(201) 775-4236	BETTY WHITE	HIGH	A
R-9665	MOBIL #128	314 APPLE ST. NORMAL, USA	(973) 551-1221	JOHN SMITH	HIGH	A
R-4251	TOM'S GAS STATION	26 ZED RD. WEIRD, USA	(914) 432-3897	TOM D. HARRY	MEDIUM	A
R-6678	BOB'S DISCOUNT GAS	10 CHEAP AVE. ST. AUDREY, USA	(408) 232-5991	BOB LEMON	LOW	B
R-1211	CHEVRON #552	1 GULL ST. BIRD, USA	(505) 733-8951	SARA LEE	MEDIUM	C

800

FIG. 6

900

CUSTOMER IDENTIFIER	NAME	CONTACT INFORMATION	REGION	PAYMENT IDENTIFIER
910	920	930	940	950
C-1232	JOE SCHMOE	JOE@WOL.COM	A	1234-5678-9101-1121
C-9878	SAM I. AM	22 GREEN ST. EGZENHAM, USA	A	1111-2222-3333-4444
C-7788	LILY LIVERD	(308) 965-4235	A	284325901-122-133-100
C-0598	SUSAN JOHNSON	SUE@MSM.COM	A	3141-5926-5358-9793
			C	1111-2222-2222-2222

REDEMPTION IDENTIFIER	CAR	TANK SIZE
960	970	980
RED 4321	MAZDA PROTEGE	SMALL
RED 9219	FORD EXCURSION	EX. LARGE
RED 2222	TOYOTA CAMRY	MEDIUM
RED 1111		
RED 1234	FORD FESTIVA	SMALL
RED 1011	NISSAN MAXIMA	MEDIUM

900 (CONT.)

FIG. 7

1000

REGION: A			
RETAILER TIER	LOWEST ACCEPTABLE OFFER PRICE (87 OCTANE)	LOWEST ACCEPTABLE OFFER PRICE (89 OCTANE)	LOWEST ACCEPTABLE OFFER PRICE (93 OCTANE)
1020	1030	1040	1050
HIGH	\$1.50 / GAL.	\$1.65 / GAL.	\$1.70 / GAL.
MEDIUM	\$1.21 / GAL.	\$1.42 / GAL.	\$1.53 / GAL.
LOW	\$1.00 / GAL.	\$1.15 / GAL.	\$1.23 / GAL.

FIG. 8

REDEMPTION IDENTIFIER 1110	AGREEMENT PRODUCT 1120	AGREEMENT PRICE 1130	QUANTITY REMAINING 1140	RETAILER IDENTIFIER 1150
RED 9291	87 OCTANE	\$1.45 / GAL.	20 GAL.	R-4251
RED 2222	89 OCTANE	\$1.75 / GAL.	30 GAL.	R-9665
RED 4321	93 OCTANE	\$1.80 / GAL.	18 GAL.	R-3252
RED 1234	89 OCTANE	\$1.60 / GAL.	40 GAL.	--
RED 9219	89 OCTANE	\$1.63 / GAL.	26.5 GAL.	R-4251


1100

FIG. 9

REDEMPTION IDENTIFIER <u>1210</u>	RETAILER IDENTIFIER <u>1220</u>	PRODUCT <u>1230</u>	RETAIL PRICE <u>1240</u>	QUANTITY REDEEMED <u>1250</u>	TIME REDEEMED <u>1260</u>	ADDITIONAL PURCHASES <u>1270</u>
RED 9291	R-4251	87 OCTANE	\$1.50 / GAL.	9.5 GAL.	2/15/03 17:35	-
RED 4321	R-3252	93 OCTANE	\$1.85 / GAL.	11.2 GAL.	2/15/03 20:17	SM. COFFEE \$0.99
RED 2222	R-9665	89 OCTANE	\$1.83 / GAL.	12 GAL.	2/15/03 23:19	-
RED 1234	R-3252	89 OCTANE	\$1.78 / GAL.	10.5 GAL.	2/15/03 23:25	-

1200

FIG. 10

 1300

<div style="display: flex; justify-content: space-between;"> RETAILER IDENTIFIER: R-4251 <u>1310</u> </div>		
<div style="text-align: center;">PRODUCT</div> <div style="text-align: right;"><u>1320</u></div>	<div style="text-align: center;">RETAIL PRICE</div> <div style="text-align: right;"><u>1330</u></div>	<div style="text-align: center;">TIME UPDATED</div> <div style="text-align: right;"><u>1340</u></div>
87 OCTANE	\$1.48 / GAL.	2/14/03 14:53
89 OCTANE	\$1.65 / GAL.	2/13/03 10:43
93 OCTANE	\$1.70 / GAL.	2/13/03 23:05

FIG. 11

1400

REGION: A		
1410		
RETAILER IDENTIFIER 1420	TARGET MARKET SHARE 1430	PRESENT MARKET SHARE 1440
R-3252	60%	50%
R-9665	20%	25%
R-4251	20%	25%

FIG. 12

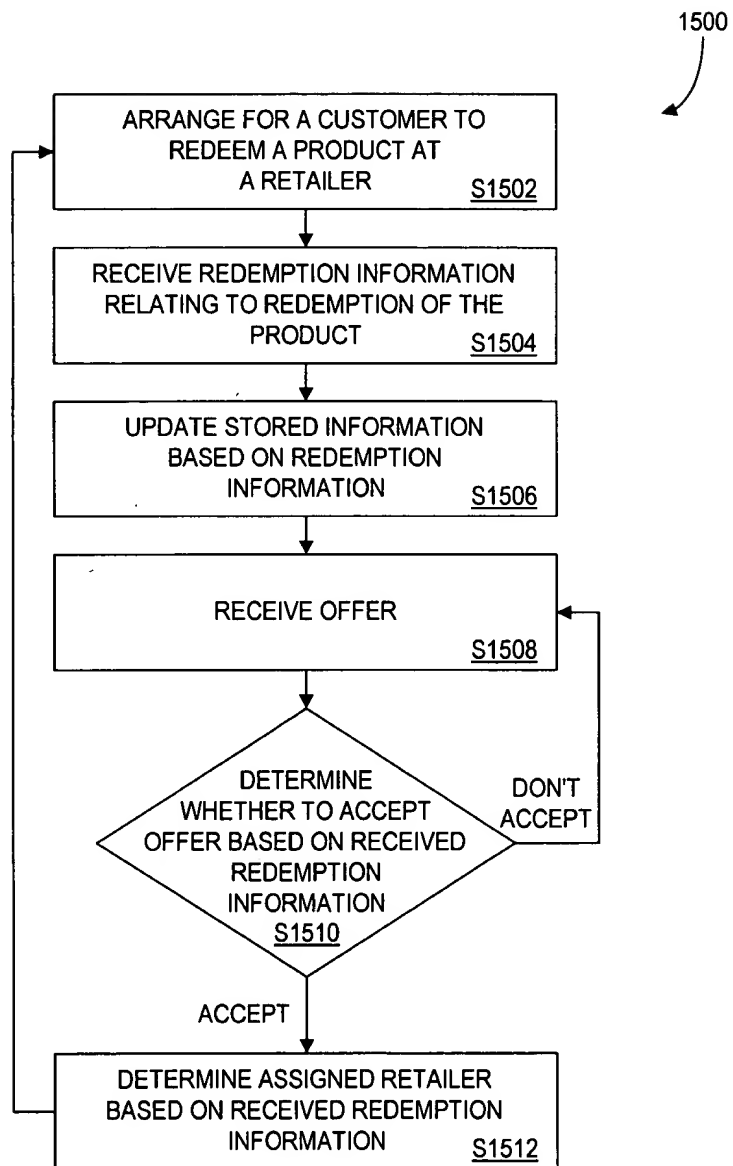


FIG. 13

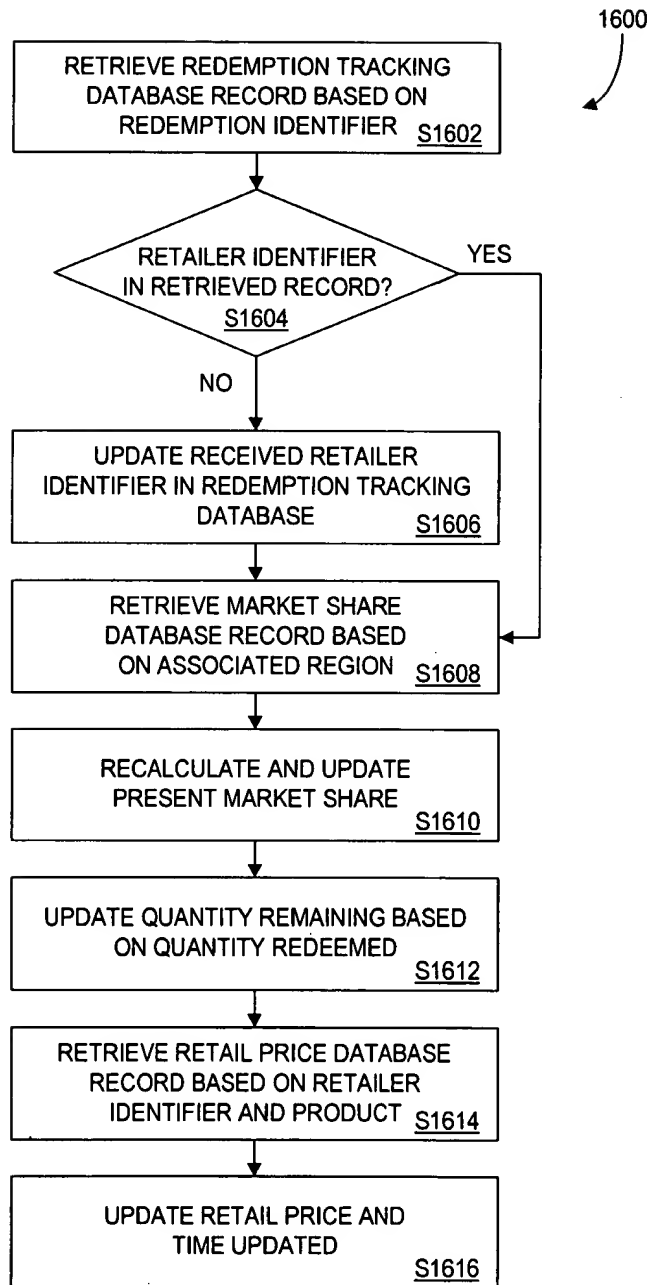


FIG. 14

REDEMPTION IDENTIFIER 1210	RETAILER IDENTIFIER 1220	PRODUCT 1230	RETAIL PRICE 1240	QUANTITY REDEEMED 1250	TIME REDEEMED 1260	ADDITIONAL PURCHASES 1270
RED 1234	R-3252	89 OCTANE	\$1.78 / GAL.	10.5 GAL.	2/15/03 23:25	--

1200

REDEMPTION IDENTIFIER 1110	PRODUCT 1120	AGREEMENT PRICE 1130	QUANTITY REMAINING 1140	PREFERRED RETAILER IDENTIFIER 1150
RED 1234	89 OCTANE	\$1.60 / GAL.	40 GAL.	--

1100

REGION: A 1410		
RETAILER IDENTIFIER 1420	TARGET MARKET SHARE 1430	PRESENT MARKET SHARE 1440
R-3252	60%	50%
R-9665	25%	20%
R-4251	15%	30%

1400

REGION: A 1410		
RETAILER IDENTIFIER 1420	TARGET MARKET SHARE 1430	PRESENT MARKET SHARE 1440
R-3252	60%	52.5%
R-9665	25%	19%
R-4251	15%	28.5%

1400

REDEMPTION IDENTIFIER 1110	AGREEMENT PRODUCT 1120	AGREEMENT PRICE 1130	QUANTITY REMAINING 1140	RETAILER IDENTIFIER 1150
RED 1234	89 OCTANE	\$1.60 / GAL.	29.5 GAL.	R-3252

1100

FIG. 15

1200

REDEMPTION IDENTIFIER <u>1210</u>	RETAILER IDENTIFIER <u>1220</u>	PRODUCT <u>1230</u>	RETAIL PRICE <u>1240</u>	QUANTITY REDEEMED <u>1250</u>	TIME REDEEMED <u>1260</u>	ADDITIONAL PURCHASES <u>1270</u>
RED 1234	R-3252	89 OCTANE	\$1.78 / GAL.	10.5 GAL.	2/15/03 23:25	--

FIG. 15A

1100

REDEMPTION IDENTIFIER <u>1110</u>	AGREEMENT PRODUCT <u>1120</u>	AGREEMENT PRICE <u>1130</u>	QUANTITY REMAINING <u>1140</u>	RETAILER IDENTIFIER <u>1150</u>
RED 1234	89 OCTANE	\$1.60 / GAL.	40 GAL.	--

FIG. 15B

1400

REGION: A		
RETAILER IDENTIFIER	TARGET MARKET SHARE	PRESENT MARKET SHARE
1420	1430	1440
R-3252	60%	50%
R-9665	25%	20%
R-4251	15%	30%

FIG. 15C

1400

REGION: A		
1410		
RETAILER IDENTIFIER 1420	TARGET MARKET SHARE 1430	PRESENT MARKET SHARE 1440
R-3252	60%	52.5%
R-9665	25%	19%
R-4251	15%	28.5%

FIG. 15D

1100

REDEMPTION IDENTIFIER <u>1110</u>	AGREEMENT PRODUCT <u>1120</u>	AGREEMENT PRICE <u>1130</u>	QUANTITY REMAINING <u>1140</u>	RETAILER IDENTIFIER <u>1150</u>
RED 1234	89 OCTANE	\$1.60 / GAL.	29.5 GAL.	R-3252

FIG. 15E

1200

REDEMPTION IDENTIFIER <u>1210</u>	RETAILER IDENTIFIER <u>1220</u>	PRODUCT <u>1230</u>	RETAIL PRICE <u>1240</u>	QUANTITY REDEEMED <u>1250</u>	TIME REDEEMED <u>1260</u>	ADDITIONAL PURCHASES <u>1270</u>
RED 9219	R-4251	87 OCTANE	\$1.50 / GAL.	9.5 GAL.	2/15/03 17:35	--

FIG. 16A

1300

RETAILER IDENTIFIER: R-4251 <u>1310</u>		
PRODUCT <u>1320</u>	RETAIL PRICE <u>1330</u>	TIME UPDATED <u>1340</u>
87 OCTANE	\$1.48 / GAL.	2/14/03 14:53

FIG. 16B

1300

RETAILER IDENTIFIER: R-4251 <u>1310</u>		
PRODUCT <u>1320</u>	RETAIL PRICE <u>1330</u>	TIME UPDATED <u>1340</u>
87 OCTANE	\$1.48 / GAL.	2/15/03 17:35

FIG. 16C

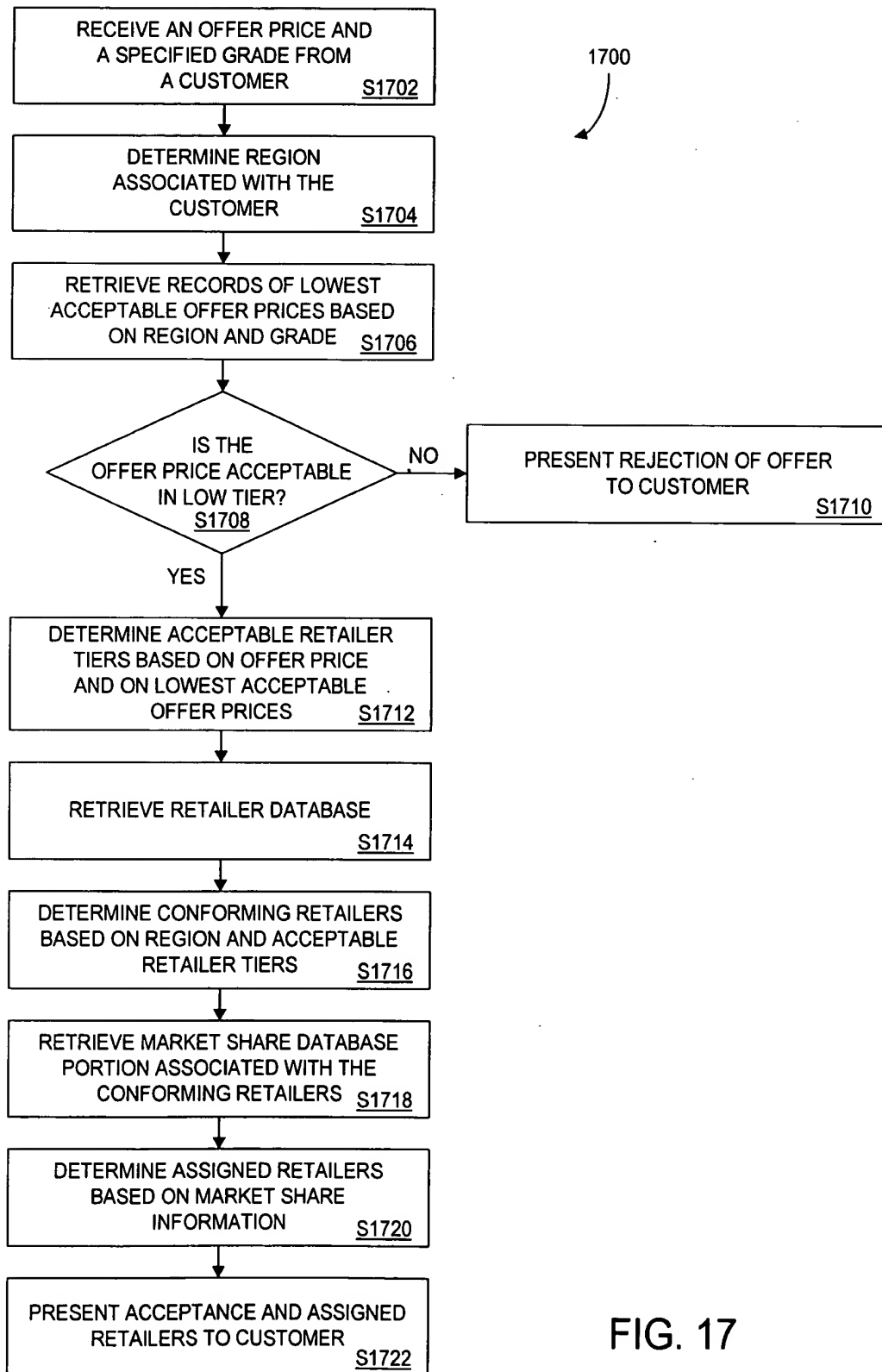


FIG. 17

1000

↙

REGION: A	
	<u>1010</u>
RETAILER TIER <u>1020</u>	LOWEST ACCEPTABLE OFFER PRICE (87 OCTANE) <u>1030</u>
HIGH	\$1.50 / GAL.
MEDIUM	\$1.21 / GAL
LOW	\$1.00 / GAL.

FIG. 18